## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Serial No	
Filing Date	
	Estaban Sardera
	Microsoft Corporation
Confirmation No	
Examiner	Idowu, Olugbenga O.
	MS1-1365US
	. MEDIA CONTENT NAVIGATION ASSOCIATED ADVERTISING

## <u>AMENDMENT - RESPONSE TO DECEMBER 24, 2008 OFFICE ACTION</u>

To: Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

From: Patrick D.S. Reed (Tel. 509-944-4752; Fax 509-323-8979)

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## **INTRODUCTORY COMMENTS**

This communication is responsive to the Office Action dated December 24, 2008, and is being filed within the three-month shortened statutory period for reply.

Amendments to the Claims begin on page 2 of this document.

A Statement of Substance of Interview begins on page 26 of this document.

Remarks begin on page 27 of this document.